

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

| | | |
|--|--|--|
| Contract / Revision 499704 / | | Alt Order # 06388504 |
| Product OBAMA SKED A ADD | | |
| Contract Dates 10/23/12 - 10/29/12 | | Estimate # 2174 |
| Advertiser Obama For America | | Original Date / Revision 10/22/12 / 10/29/12 |
| Billing Cycle EOM/EOC | Billing Calendar Broadcast | Cash/Trade Cash |
| Station KVVU | Account Executive Teresa Difuria | Sales Office TELEREP-PHIL |
| Special Handling | | |
| Demographic Adults 35+ | | |
| IDB# | Advertiser Code 95 | Product Code 101 |
| Agency Ref | | Advertiser Ref |

And:

Greer Margolis Mitchell Burns, Inc (GMMB)
3050 K St NW
Washington, DC 20007

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|-------------|-------------------|--------------------|-------------------------|-----------------------|-----------------|---------------|-------------------|-------------|-------------|-------|-------------|
| N 1 | KVVU | 10/23/12 | 10/29/12 | Fox 5 News AM M-F 6a-7a | M-F 6a-7a | | :30 | | | NM | 1 | \$725.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/23/12 | 10/29/12 | MTWTF-- | | | | 1 | \$725.00 | | | |
| N 2 | KVVU | 10/23/12 | 10/29/12 | MORE Access | 630-7pm | | :30 | | | NM | 1 | \$650.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/23/12 | 10/29/12 | -T--F-- | | | | 1 | \$650.00 | | | |
| N 3 | KVVU | 10/23/12 | 10/29/12 | Extra | M-F 7-730p | | :30 | | | NM | 1 | \$950.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/23/12 | 10/29/12 | MTWTF-- | | | | 1 | \$950.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 1 | KVVU | 10/23/12-10/29/12 | Extra | M-F 7-730p | MTuWThF---- | :30 | | \$950.00 | NM | | |
| | | | See MG 3.2 | | | | | | | | | |
| | 2 | KVVU | 10/29/12-10/29/12 | Extra | M-Su 1p-8p | M----- | :30 | | \$950.00 | NM | | |
| | | | Ⓜ MG for 3.1 10/29 | | | | | | | | | |
| N 4 | KVVU | 10/23/12 | 10/29/12 | Fox 5 News AM M-F 7a-9a | M-F 7a-9a | | :30 | | | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/23/12 | 10/29/12 | MTWTF-- | | | | 1 | \$700.00 | | | |
| N 5 | KVVU | 10/23/12 | 10/29/12 | TMZ | 730-8p | | :30 | | | NM | 1 | \$1,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/23/12 | 10/29/12 | -T--F-- | | | | 1 | \$1,350.00 | | | |
| N 6 | KVVU | 10/23/12 | 10/29/12 | More M-F 9-10a | M-F 9a-10a | | :30 | | | NM | 1 | \$275.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/23/12 | 10/29/12 | MTWTF-- | | | | 1 | \$275.00 | | | |
| N 7 | KVVU | 10/28/12 | 10/28/12 | NFL Late Game | NFL Late Game | | :30 | | | NM | 1 | \$11,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----1 | | | | 1 | \$11,500.00 | | | |
| N 8 | KVVU | 10/28/12 | 10/28/12 | Family Guy/American Dad | Su 9p-10p | | :30 | | | NM | 3 | \$2,225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----1 | | | | 1 | \$2,450.00 | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

| | | |
|--|------------------------------------|--|
| <u>Contract / Revision</u> 499704 / | | <u>Alt Order #</u> 06388504 |
| <u>Contract Dates</u> 10/23/12 - 10/29/12 | <u>Product</u> OBAMA SKED A ADD | <u>Estimate #</u> 2174 |
| <u>Advertiser</u> Obama For America | | <u>Original Date / Revision</u> 10/22/12 / 10/29/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---------------|-----------|--------------------|-----------------|--------------------------|-----------------------|-----------------|---------------|-------------------|-------------|-------------|-----------|--------------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Spot | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| 1 | KVVU | 10/22/12-10/28/12 | | Family Guy/American Dad | Su 9p-10p | -----Su | :30 | | \$2,450.00 | NM | | |
| | | See MG 8.2,8.3,8.4 | | | | | | | | | | |
| 2 | KVVU | 10/26/12-10/26/12 | | Fox 5 News M-F 11p | M-F 11-1135p | -----F---- | :30 | | \$1,025.00 | NM | | |
| | | Ⓜ MG for 8.1 10/28 | | | | | | | | | | |
| 3 | KVVU | 10/28/12-10/28/12 | | Simpsons/Simpsons | M-Sa 8-10p/Su 7-1 | -----Su | :30 | | \$650.00 | NM | | |
| | | Ⓜ MG for 8.1 10/28 | | | | | | | | | | |
| 4 | KVVU | 10/29/12-10/29/12 | | Special Early News | Special Early New | M----- | :30 | | \$775.00 | NM | | |
| | | Ⓜ See MG 8.5 | | | | | | | | | | |
| 5 | KVVU | 10/29/12-10/29/12 | | News 5-530p | M-Su 1p-8p | M----- | :30 | | \$550.00 | NM | | |
| | | Ⓜ MG for 8.4 10/29 | | | | | | | | | | |
| N 9 | KVVU | 10/27/12 | 10/27/12 | NCAA Football Early Game | NCAA Football Ear | | :30 | | | NM | 1 | \$4,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S- | | | | 1 | \$4,100.00 | | | |
| N 10 | KVVU | 10/28/12 | 10/28/12 | Sports Plus Su 1045p | 1045p-11p | | :30 | | | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | | | | 1 | \$1,200.00 | | | |
| N 11 | KVVU | 10/25/12 | 10/29/12 | Extra | M-F 1:05-1:35am | | :30 | | | NM | 2 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/23/12 | 10/29/12 | M--TF-- | | | | 2 | \$100.00 | | | |
| N 12 | KVVU | 10/27/12 | 10/27/12 | TMZ Weekend | Sat 130-230am | | :30 | | | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S- | | | | 1 | \$150.00 | | | |
| Totals | | | | | | | | | | | 15 | \$24,025.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|--------------------|--------------------|
| 10/01/12 -10/28/12 | 12 | \$22,425.00 | \$19,061.25 |
| 10/29/12 -10/29/12 | 3 | \$1,600.00 | \$1,360.00 |
| Totals | 15 | \$24,025.00 | \$20,421.25 |

Signature: _____ **Date:** _____

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FAX# 610-225-1191
HARRIS REPORT FROM REP OCT30/12 13.50
CHANGES *** KVVU-TV ***

REP. # _____ OFF. # 762 SALESMAN # _____
BUYER NAME MAURA GILROY _____

SALES PRSN PH- TERESA DIFURIA

| CLASS: NATL. | LOCAL | REGIONAL |
|--------------|-------|----------|
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_____ (CE)

| | | | |
|--------------|----------|----------|------|
| FLIGHT DATES | OCT23/12 | OCT29/12 | WK-1 |
|--------------|----------|----------|------|

DATE OCT30/12 13.50

OK'D M3 SEE LINE 17
NEW TOTAL \$24025 (-25)
PLS CNF THANKS
NIKKI

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

OBAMA FOR AMERICA SKED A ADD

| :LINE#: | REP : | CD : | TIME PERIOD : | LGTH : | SEC : | RATE : | START DATE : | END DATE : | SPTS /WK: | WEEK INVT : | DAYS | TOTL SPTS: |
|---------|-------|------|---------------|--------|-------|--------|--------------|------------|-----------|-------------|------|------------|
|---------|-------|------|---------------|--------|-------|--------|--------------|------------|-----------|-------------|------|------------|

AGENCY ADVERTISER CODE = 95 AGENCY EST# = 2174
AGENCY PRODUCT CODE = 101

| | | | | | | | | |
|----|---|-----------|----|----------|-------|---|-----|---|
| 16 | S | 400P-430P | 30 | \$775.00 | 10/29 | 0 | MON | 0 |
|----|---|-----------|----|----------|-------|---|-----|---|

PROGRAM : NEWS
ORD COM1: SPOT N/A DUE TO BASEBALL.
PART OF A MAKEGOOD MADE UP OF LINES 14-16

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|
|-------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|

| | | | | | | | | | | | | |
|----|---|--|-----------|----|--|----------|-------|-------|---|--|-----|---|
| 17 | A | | 500P-530P | 30 | | \$550.00 | 10/29 | 10/29 | 1 | | MON | 1 |
|----|---|--|-----------|----|--|----------|-------|-------|---|--|-----|---|

PROGRAM : NEWS
 ORD COM1: PRG CHG. PRE-BOOKED PLS APPROVE. CREDIT \$225
 THIS IS A MAKE-GOOD FOR OCT29 ON LINE-16 FOR 1 SPOT/WK
 STATION MAKEGOOD OFFERS:
 M3 OK'D BUY#16 MISSED: MON/400P-430P OCT29 30S \$775.00 (OCT30/12)
 OFFER: MON/500P-530P OCT29 30S \$550.00 PLS ADVISE.
 CMT: PRG CHG. PRE-BOOKED PLS APPROVE. CREDIT \$225

OCT/12 23475.00 NOV/12 \$550.00 CONTRACT TOTAL 24025.00
 TOTAL SPOTS 15

MARKET TOTALS \$93,000 KVVU 20% KSNV 21% KLAS 29% KTNV 23% KVMY 4% KVCW 2% CABL 0%
 SHARES EST. KTUD 1%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE